DISPENSING PAIN RELIEF AND ABUSE PREVENTION.

Community pharmacies combat opioid abuse through collaborative partnerships: A Good Neighbor Pharmacy and CDC case study

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A collaborative network of over 3,000 independently owned and operated pharmacies has partnered with the Centers for Disease Control (CDC) on an opioid abuse prevention program. Independently owned pharmacies serve as the local healthcare destinations in their communities, providing critical access to quality care for almost 12 million patients annually. The role these pharmacies play in healthcare creates the perfect vehicle to communicate public health initiatives and, in this case, work directly with patients to help prevent prescription drug abuse at the local community level.

The pharmacy network and the CDC's National Center for Injury Prevention and Control identified geographic areas of the United States with the highest opioid prescription dispensing rates and drug overdose deaths, as well as the pharmacies within these regions. The pharmacy network distributed free drug deactivation systems to patients prescribed opioids. Each pharmacist received educational resources detailing drug deactivation products, dispensing techniques and important insight on the prevalence of opioid abuse that could be shared within the local community.

Measurements of success for this partnership include the number of pharmacies that ordered the drug deactivation systems, the number of systems ordered collectively, and pharmacy sales of similar drug abuse prevention items.

The pharmacist's role has evolved to include support such as diabetes testing, immunization evaluations and, in this example, the prevention of opioid drug abuse. By collaborating with the CDC, independent pharmacists could build relationships with high-risk patients, emphasize the importance of prevention, and distribute consumer products to demographics in need.







THE COMMUNITIES THAT WE SERVE ALL HAVE DIVERSIONS THAT DISTRACT OUR PATIENTS AND COMMUNITY MEMBERS FROM THE REALITY OF OPIOID ABUSE. IF I CAN PASS OUT ONE POUCH, THAT MEANS I CAN ELIMINATE ONE OF THOSE DIVERSIONS IN MY CITY.

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PRODUCT ORDERS:



500

The number of Good Neighbor Pharmacy stores nationwide that ordered resources to encourage the safe use and disposal of prescription opioids among their patients.



The number of opioid warning labels ordered.

1,500H

The number of Deterra Drug Deactivation Pouches ordered to dispose of unused or unwanted medication.

COMPLEMENTARY DRUG DISPOSAL PRODUCTS AND EDUCATIONAL RESOURCES:



The number of safe drug disposal products that were distributed free of charge to community pharmacies and their patients nationwide.

A variety of educational resources, including bag stuffers, postcards, social media graphics and more were also distributed to help promote safer and more effective pain management. In collaboration with the CDC, additional resources were also offered to help patients identify signs of addiction or overdose and to contact organizations that can provide help and treatment.

GOOD NEIGHBOR PHARMACY FACEBOOK PAGE:



The number of impressions a patient-facing educational infographic on opioids received.

MYGNP.COM:



8,100+

The number of visits to this website, which educates on opioids, provides tips for abuse prevention and safe disposal and links directly to additional resources for help and treatment.



WHY NOT PLACE THIS PRODUCT IN OUR STORES? IT'S GOOD FOR THE ENVIRONMENT AND OUR COMMUNITIES, AND IT HELPS US HELP OUR PATIENTS.

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